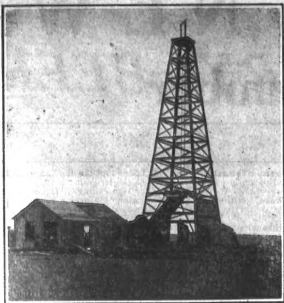




# BASSANO NEWS SPECIAL IMMIGRATION NUMBER.



A-3 DERRICK, BASSANO, 1909

For eighteen months a gang of men under the superintendence of J. E. Martin, has been patiently drilling, night and day, in the vicinity of the railway yards from town. Much mystery has surrounded the work and it has been impossible to get any reliable information as to how deep the drill had gone or exactly what the railway company expected to find. It was generally understood, however, that oil or gas, or both was what was sought. It was further known that gas had been located, but this was stated to be merely seepage and in small pockets and not sufficient to have any real value.

"Tuesday night's illumination, however, created immediate and renewed public interest in the operations south of the track. It was a proclamation of the fact that a strong flow of gas, suited for commercial purposes, had been struck and that the railway company was ready to publish the information to the country.

"All night long the big red flame waved back and forth in the breeze in front of the derrick, and on Wednesday night the sky and the walls and windows of the town again reflected the dancing glare from the burning gas.

"That the find will be a valuable commercial asset to Bassano need hardly be stated and the day is not far off when the town will have an abundant supply of the cheapest fuel and light, for there is no doubt it will be generally utilized, as in the case of Medicine Hat, for lighting the streets and residences, and for heating cooking and other domestic purposes as well. It will also be available for manufacturing in certain lines, and it has been rumored that if the C.P.R. struck a good flow of gas at Bassano the company would erect car shops at this point.

"Mr. Martin stated to a newspaper reporter that this was the same inexhaustible river of gas that flows under Medicine Hat."

Drilling is still in progress. No information is obtainable as to the depth the drill has reached, but it is known that the flow some time since was at the rate of a million and a half cubic feet per day. It is the accepted belief that the company in continuing to go down hopes or expects to tap the immense oil reservoir said by geologists to exist somewhere in the bowels of the earth under Southern Alberta. If the railway company's optimism proves to have a good basis in fact, and oil is actually discovered, it will mean still greater things for Bassano.

There is a project on foot to pipe gas from Bassano to supply the city of Calgary, 56 miles away.

The C.P.R. has also found gas at Brooks, 70 miles west of Medicine Hat, but the flow there is not comparable in volume with that coming from the Bassano well.

## Inexhaustible Coal

The province of Alberta may almost be said to rest on one vast coal seam, 600 miles north and south, from the international boundary to the Peace river, and 400 miles east and west, from the Saskatchewan border to the summit of the Rocky mountains. In this empire of 240,000 square miles there are countless outcroppings and many mines in various stages of development and of varying qualities of coal. In the prairie region, most of the coal is lignite or soft, while in the foothills and mountains it is chiefly anthracite or steam coal. The value of Alberta's coal resources is beyond computation, just as their measure in tons can only be guessed at, but constitute a supply that is practically inexhaustible. Among the widely scattered points in the province where coal mining has been carried on for years are Edmonton, Lethbridge, Medicine Hat, Banff, Harmony, Okotoks, Beaver Lake and Blackfoot Crossing, while scarcely a week passes that does not witness fresh seams opened to accommodate the villages and households of newly-developed sections.

The territory north and east of Calgary is exceptionally endowed in this matter of coal. All along the Red Deer, at Knies Hills, Three Hills, Head Hills, Triggs Hills, Beaver Dam, and other points, the big seams are lying ready to be tapped. From the famous Carbon, Lignite—suggest that the inhabitants of these new towns base their hopes of future greatness on the proximity of the coal beds.

Bassano is notably well situated in respect of an abundant and assured coal supply. The mines on the Indian reservation at Blackfoot Crossing, a dozen miles away, have been worked for years, and recently the Indians opened a number of new seams on the reserve three miles south-east of town and have been selling coal on the street at Bassano as low as three and four dollars a load. At Bow City, on the river a few miles south-east of Bassano, other mines have been opened, the coal in which is of splendid quality, equal to that from the famous Salt mines, which produce a grade of lignite second to none in the province.

With natural and immense stores of coal at her doors, the question of a cheap and abundant fuel supply presents no difficulty to Bassanites.

## Civic Optimism

It has been observed with more or less wisdom that all kinds of people are required to make a world, but the Bassanites are a people who with truth be applied to a town. The people to build up a town must essentially be of one kind and one only—the right kind. They must be enterprising, loyal, public spirited and of an abiding faith. They must be preachers of the gospel, and their gospel must be the town in which they live, and they must so early believe what they say if they expect to be believed. In seasons of adversity their faith should, if anything, be a little firmer and their spirit a little more eloquent than when Prosperity has her bows under her wing and is scattering her from a modest position in the rear to a front seat on the platform, where she will be the envy of all the neighbors.

Bassano is fortunate in the possession of a class of citizens who are firmly convinced that they live in the best of all towns in Alberta, the town ready at any time to sit up all night and wrestle prayerfully with you in order to convince you, if you are a stranger and exhibit any symptoms of skepticism. If you wish to find a booster of the Simon-pure stamp that the publicity agents are so fond of producing through their literature, go to Bassano and tackle the first man you meet on the street. Before night-fall you will have formed the acquaintance of the whole town.

Major J. S. Dennis.

Manager of the Irrigation, British Columbia and Alberta Land Departments of the Canadian Pacific Railway Company.

Major Dennis may rightfully be called one of the empire builders of Western Canada. Choosing the profession of land surveyor, he came west as a youth and has remained ever since. To Major Dennis is to be credited largely the splendid development that has taken place in Southern Alberta in recent years and the inception and carrying out of the project. Major Dennis's position in the councils of the big railway company is a most important one and he is responsible only to the president at Montreal. In the Saskatchewan rebellion of 1885, Major Dennis organized a mounted corps composed entirely of surveyors and their assistants and placed the services of himself and his men at the disposal of Major

General Middleton, the commander in chief of the Canadian forces. The corps and its leader made an untarnished record for themselves during the two months of scouting and fighting that followed. Major Dennis subsequently was inspector of surveys for the Dominion government and afterwards filled the position of deputy commissioner of public works for the old Canadian Northwest, which embraced the two present provinces of Alberta and Saskatchewan and the territory to the north. He came to the C. P. R. in 1903. He has been singularly successful in his new sphere of labor and his promotion has been remarkably rapid. As an executive official he possesses exceptional ability.



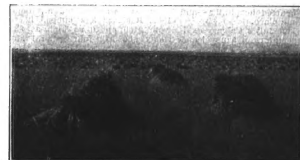
LANDSEEKERS AT BASSANO

# ALBERTA FARM LANDS

"FOR WHEAT OR MIXED FARMING ARE CONCEDED TO BE UNEXCELLED"



HAVING branch offices at Edmonton, Lethbridge and High River and agencies at 15 other points throughout the province, we have exceptional facilities for the sale of farm lands. We have over 2,000,000 acres for sale; from a quarter section --160 acres-- to 100,000-acre tracts.



Write for Information, Maps, Price Lists, Descriptive Literature, Etc., to our Farm Lands Department



## CITY PROPERTY

In Calgary, Edmonton & Lethbridge, including Manufacturing, Wholesale, Retail and Residential Sites. Full information upon request.

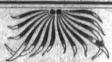
REFERENCES: Quebec Bank, Calgary—or in England their Agents, the Bank of Scotland; R. G. Dun & Co.; Bradstreets.

## F. C. LOWES & CO.

Real Estate, Insurance & Financial Brokers

Branches at Edmonton, Lethbridge and High River

# LUMBER



**WE have built up our Business, the Largest in Western Canada, through square dealing-- the best lumber at prices no higher than those asked for inferior kinds**

**We maintain Yards throughout the Irrigation district: Bassano, Brooks, Tilley, Crowfoot, Cluny, Gleichen, Cheadle, Strathmore, Langdon, and at 43 other points.**

**Crown Lumber Company Limited**

**JOS. WRIGHT, MGR. BASSANO YARD**

# CALGARY BEER

**IS A BEVERAGE THAT IS MADE FROM THE highest grade of barley, grown exclusively by the farmers of the western plains, the purest Rocky Mountain water, and the finest British Columbia hops, specially grown for us, together with the highest grade European hops "government guaranteed," made in the most modern and best equipped brewery that science and practical brains have designed, so that the product is a pure, clean, healthful drink.**

**CALGARY BEER for years past is on specially painted and designed calendars of Canadian western life that are sent to nearly all parts of the world, and many are framed and hanging in homes of good people.**

**To the Farmer**

**WE shall require one hundred & fifty thousand bushels of malting barley this year.**

**CALGARY BEER pays a large revenue to the people of the West, the government and railroads of Canada, and in many ways has helped to develop the one Pacific and three prairie provinces; also, buys large quantities of manufactured articles from the eastern provinces.**

**Try it as a healthful, pleasant drink, also its various Buffalo Brand Aerated Waters**

## Municipal

The village council of Bassano is composed of W. S. Playfair, chairman, H. S. Johnson and F. Berry, who have held office since the erection of the

and growing community, and this is fortunately what Bassano possesses in the men who have up to the present been entrusted with this important duty. The chairman of the board is F. W. Shoop, one of the town's most progressive business men, and the other members F. Bond and F. Stuart. The Bassano school district was organized more than a year ago and a school

Roman Catholic and Baptist services are also occasionally held. Among the fraternal orders, the very numerous, especially around Dead Horse Lake, 20 miles north of town, while wild geese and ducks abound in the smaller lakes and creeks in the vicinity. Prairie chickens are also plentiful and afford splendid sport in season.

**Game.** Of game there is an abundance in the Bassano district. Antelope and deer are numerous, especially around Dead Horse Lake, 20 miles north of town, while wild geese and ducks abound in the smaller lakes and creeks in the vicinity. Prairie chickens are also plentiful and afford splendid sport in season.

gaming government lands may be secured from any local Agent of Dominion Lands, or from the Department of the Interior at Ottawa, Canada.

### Roots and Feed

All kinds of vegetables, small fruits and poultry do well in Southern Alberta, and the market for these, as well as for dairy products, is practically unlimited. Calgary and the other towns never seem able to procure a sufficient supply of any of them.

The native grasses furnish abundant food for stock of all kinds, and are cut, stacked and fed as hay during the winter. In the southern part of the province, however, it is difficult to secure feed hay during a whole winter, except the dairy stock and calves. Range horses, always and rarely cut, frequently graze out the year round.

### Government Telephone

Alberta was the first province in Canada to own and operate its own telephone system. When the province was organized in 1905 the telephone were controlled by a private corporation. The rates were high and the service unsatisfactory. As soon as it was practicable the new government began to build its own trunk lines, run rail lines for farmers, and town-to-town. This action was such a big success that the government was finally able to purchase the corporation lines at a reasonable price, and now the province owns and operates its own telephone at cost and in the interests of the people.

### "Canada's Fertile Northland"

A book has recently been issued by the department of the interior at Ottawa, entitled "Canada's Fertile Northland." It is eloquent with the testimony of men who have spent years in that vast territory, regarding the wonderful agricultural possibilities of a hitherto little known country. The photographs from which the illustrations are produced tell more forcibly even than the words of these men what the future of this great northern empire may be. They show much, even fields of wheat on the Peace River, hundreds of miles north of Edmonton, prairie knee deep in grass, wheat and big potatoes in fields, wheat under the Great Slave lake, and they show other fields of the Arctic Circle and a thousand miles from the Saskatchewan river, with long rows of potatoes, the insatiable growth. They also show the wheat on the Mackenzie river in high service unsatisfactory. As soon as it was practicable the new government began to build its own trunk lines, run rail lines for farmers, and town-to-town. This action was such a big success that the government was finally able to purchase the corporation lines at a reasonable price, and now the province owns and operates its own telephone at cost and in the interests of the people.

## The Old Way.

Village and were recently reelected for the term intervening between the New Year and the date of the change in the status of the place from a village to a town, when another election will be held of a first mayor and council of six members. The present council has done good work, within its limited scope, in the direction of building sidewalks, installing fire fighting equipment, policing the village and looking after its sanitary welfare.

Three months ago the citizens decided at a public meeting that the time had come for Bassano to discard its sprawling clothes and put on the wardrobe of a full-fledged town municipality. A census was taken, the necessary population of over 500 found and application was at once made to the government to have the change effected. Nothing stands in the way, and the authorization is now daily expected.

The progress of Bassano under the enlarged powers of a town council should eclipse even its past remarkable record.

### Education

A school board alive to the necessity of providing adequate educational facilities is an essential in any young

opened in temporary quarters with one teacher. Owing to the growth in attendance, the board last fall found it necessary to secure additional accommodation and engage a second teacher. These changes went into effect on January 1st.

Some months ago the board submitted to the ratepayers plans for the erection of a \$15,000 school. The by-law was approved, debentures were issued and sold, the money is in the bank and as early as possible in the spring of 1911 the school will be built on the block generously donated to the town for the purpose by the Canadian Development company.

The membership of the board will be increased to five with the incorporation of Bassano as a town in the near future.

### Other Bassano Institutions

In its work in behalf of the town and district, the council has had an active ally in the board of trade, of which H. Buckingham is president and R. O. Pegler the energetic secretary.

The religious denominations are well represented in Bassano. There are resident clergymen of the Anglican and Presbyterian churches, which were built last year, while the Methodist also have regular services.

to the town. The instruments were purchased by public subscription. The citizens take a great interest in baseball, and the Bassano club is one of the strongest in the local league, which embraces most of the towns between Calgary and Medicine Hat. Football is another popular game with Bassanites.

As evidence of the faith of business men in Bassano's future, it may be mentioned that the Union Bank has recently erected a neat brick office adjoining their temporary wooden quarters on Second Avenue, and that the local hotel, the Alberta, is also of brick, steam heated, lighted by gas and one of the most up-to-date between Winnipeg and Calgary.

At Strathmore, in the irrigation block west of Bassano, the C. P. R. has established a magnificently-equipped demonstration farm under the supervision of Professor W. J. Elliott, an expert in irrigation farming, which will have an immense educational influence throughout the block. There is an extensive poultry farm in connection.

A best sugar factory will be established this year at Strathmore, and as the land throughout the district is admirably adapted for the production of sugar beets, a good market will be afforded the farmer for a most profitable crop.



The New Way.

# Sixteen Dollar Lands

If you know anything about Alberta lands, you know that lands of the right quality, rightly located are worth \$20 to \$50 an acre. I have for sale at the above figure—\$16 an acre—

## Three Sections of A-1 Land

that before the end of 1911 will be within a short distance of a railway now building

DEEP BLACK LOAM, CLAY SUBSOIL,  
NO STONE, NO BRUSH—A STEAM PLOW  
PROPOSITION THROUGHOUT

ABUNDANCE OF GOOD WATER  
EASILY OBTAINABLE

WRITE ME TO-DAY FOR TERMS

I HAVE ALSO SOME CHOICE BASSANO BUSINESS AND RESIDENTIAL PROPERTY ON MY LIST

FARM IMPLEMENTS  
LOANS  
BRICK

# I. W. SHOOP

REAL ESTATE  
COAL  
WOOD

AGENTS FOR

Mason-Rich Plows, Singer Sewing Machines, Geo. White Washers, Crown Saws, Gasoline Engines, American and English Threshing Outfits, Wind Mills, Feed Grinders, Hamilton Wagons

BASSANO - ALBERTA

## CRESCENT HEIGHTS

CALGARY



## Crescent Heights

1. Overlooks Calgary from the North.
2. Has a panoramic view of the city, of the silver winning river and the snow-capped majestic Rockies.
3. Has pure air, when the murky smoke hangs like a pall over the city.
4. Is one mile from the Post Office, close to the city's heart, but far from its clamor and dust.
5. Has city water and light.
6. Has the street railway for 1911.
7. Is one of the most rapidly growing suburbs of Calgary.
8. These are seven good reasons why you should come to Crescent Heights and your family will be healthy, hearty and happy.

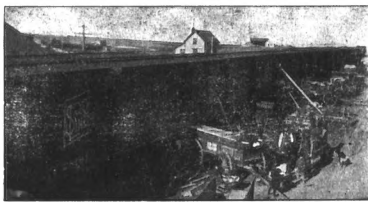
A number of Choice Holdings in Agricultural and Coal Lands for sale by the owner

# A. J. McARTHUR

Box 1504 - Phone 1324

CALGARY - - ALBERTA

Unloading the Car.



What the Farmers are Growing.

Bassano Wheat

(From Calgary Alberta, September 16, 1909.)  
The heaviest wheat of the 1909 crop was yesterday submitted to Grain Inspector Hill, who after testing same, announced its weight at 66 pounds to the bushel. This wheat was Alberta Red, and grown near Bassano, in the Bow Valley, and is the finest sample submitted this year to the local grain inspector. The wheat is so tall and plump that grain companies offer a premium for the entire crop, but it is expected that the grain will be reserved for seed. A few years ago Bassano was famed as a live-stock centre and as a striking example of the agricultural development of this district it is now found that this excellent cattle centre provides this province with what is probably the heaviest sample of winter wheat that will be submitted this year to our grain experts.

The following letter written by Mr. L. P. Strong, the greatest authority on grain in Alberta, deals with the same sample.  
Calgary, Alta. Sept. 16, 1909.  
The Canadian Pacific Irrigation Colonization Co., Calgary, Alberta.  
Dear Sirs—I have before me the sample of Red Winter Wheat grown at Bassano by the Canadian Development Company, which was left on my desk yesterday. To my knowledge this is the first Alberta Red Winter Wheat grown in the Bassano district or the Central Section of the Canadian Pacific Irrigation block. I have examined this sample carefully, and I unhesitatingly state that it is one of the best samples of Alberta Red Winter Wheat that I have ever seen. The color is almost absolutely perfect and the weight is 66 pounds per bushel, which is in itself almost phenomenal. If such wheat can be grown in the Bassano district, as an elevator man I can only state that we will be in there to take care of it.

ALBERTA PACIFIC ELEVATOR COMPANY,  
L. P. Strong, General Manager.

Bassano, Alta. Oct. 27th, 1909.  
The Canadian Pacific Irrigation Colonization Co., Calgary, Alberta.  
Gentlemen—This is to certify that I have raised tomatoes, corn, citrons and all kinds of vegetables without any trouble whatever. I consider this an ideal country and am satisfied that there is no better part in Alberta. I have been located here 1½ years and am well satisfied—Yours very truly,  
(Sgd.) CHAS. WALTERS.

Bassano, Alta. Oct. 28th, 1909.  
The Canadian Pacific Irrigation Colonization Co., Calgary, Alberta.  
Gentlemen—This is to certify that I have raised corn, cucumbers, citrons, and watermelons successfully, and a person can raise anything in that line. Vegetables of all kinds are a success in this part. All a person has to do is to plant them. I have been in this part three years and am located on the southwest quarter of section 6-28-10.  
J. A. NEBBITT.

Geo. Lane's Testimony.  
Bassano, Alta. Nov. 16th, 1909.  
The Canadian Pacific Irrigation Colonization Co., Calgary, Alberta.  
Dear Sirs—In compliance with your request of recent date for a statement regarding the success attending my agricultural efforts in the vicinity of Bassano, I have much pleasure in submitting the following report:  
As you know, I have, up to the present time, operated a large ranch in the vicinity of Bassano, but the success in that district attains such a high degree of culture and intensive farming is such that a large portion of my ranch in that district will shortly become too valuable to be continued as a strictly grazing area.  
I have, for the past several years, gone very extensively for potatoes, in order to supply my riders with a table calculated to expatriate their taste. This last year I went in extensively for sweet corn, planting an acre, and the results were such as to make me decide to put in at least 20 acres next year, and the ripe corn I purpose feeding to hogs. This year besides supplying my camp at Bassano and High River, I shipped large quantities to Calgary, and have every confidence in the future of the corn industry in this district.  
Besides corn, my garden produced in great abundance, citrons, cucumbers and tomatoes, and some of my neighbors secured a very marked success with watermelons. By judicious irrigation these products will give very large returns.  
I have had twenty-five years experience in Southern Alberta, and I confidently maintain that no other section of this great district is capable of such varied and bounteous production as the Bassano section of the Bow Valley. You are aware that I lately purchased from you 10,000 acres of land in the Bassano district. I intend to break up two or three thousand acres of this land in the spring and prepare it for alfalfa.  
(Sgd.) GEO. LANE.

\$200 Per Acre.  
I, C. J. Stuck, residing on 33-29-4W5, do solemnly declare that during the years 1908 and 1909, my potato crop averaged 600 bushels per acre per year. I sold my crop at prices ranging from 60c to 11.00 per bushel, and estimate that I made a profit of \$200.00 per acre above all expenses. They were not so dragged three times and cultivated once.  
(Signed) C. J. STUCK.  
Sworn before me at Carstairs, January 24, 1910.  
FRED J. DOWNIE,  
A Commissioner in and for the Province of Alberta.

Made \$18,000 in Eight Years.  
Charlestown, March 26, 1910.  
Sir—I came to Alberta April, 1901. I homesteaded 8.8 1/4 10-12-27 W 4th M. I now have this land at \$2,000. I harvested in 1901, fall wheat, which averaged 4 1/2 bushels per acre, and in the same measure. In the year 1907, I had 43 bushels of spring wheat and

in 1908 I had 43 bushels of Red Fife spring wheat per acre. My oats have yielded as high as 101 bushels per acre. I came here from the state of Utah. When I arrived here I was not worth more than \$500 all told; today I consider I am worth not less than \$15,000. Consequently I believe in Alberta.  
J. W. DROLLINGER.

### Profits in Wheat Culture.

Mr. T. H. Woolford, of Spring Coulee, produced 5,000 bushels of wheat on 100 acres, being at the rate of 50 bushels per acre. The gross income was \$2,500, the cost of production \$750 per acre, amounting to \$1,750, the net income in this instance amounting to \$1,750, being a profit at the rate of \$22.50 per acre.  
Reports from points in Southern Alberta include the following thrashing results from the winter wheat crop of 1908. Mr. A. E. Burnett, south of Calgary, sowed 71 acres on the 20th of September, 1907, on summer fallowed land which had raised one crop previously. From this field he threshed 4,280 bushels in winter wheat, being at the rate of 60 1/2 bushels to the acre. The straw averaged six feet six inches in length. Mr. C. Naithe, residing some 40 miles from Mr. Burnett, sowed 60 acres of land to winter wheat. The wheat weighed 63 lbs. to the bushel, and made a yield per acre of 64 1/2 bushels. Mr. P. A. McAlilly, of Gravelly, some 14 miles north-east of Calgary, in the Bow Valley, threshed 58 1/2 bushels of Alberta Red winter wheat from 9 acres. The wheat graded No. 1, and was sold at 75c per bushel, making a return of \$43.75 per acre. Mr. J. A. Kearney, of Strathmore, secured an average of 20 bushels per acre from 55 acres. This crop was sold for seed at \$1.50 per bushel, his net return being \$64.50 per acre. A few farmers in the Bow Valley to Southern Alberta and settled on a

farm located some 25 miles south-west of Strathmore. In the year 1904 he broke 43 acres of sod, sowing Alberta Red wheat thereon. The following year he harvested 1,450 bushels which he sold for seed at \$1.00 per bushel. In the spring of 1908 he carefully ploughed and sowed the same patch of 43 acres to oats, and threshed 2,460 bushels in fall, which he shipped at 40c per bushel. In the same year he summer-fallowed the same acre, seeding it to Alberta Red. In August, when thrashing was completed the field averaged 50 bushels to the acre, which he sold at 75c per bushel. A careful survey was made of the field by a trustworthy man, and it has been found to contain exactly 43 acres.  
To summarize the result of Mr. Bower's efforts during the past four years, from this particular field of 43 acres, we find that he received \$4,275.00, which is made up as follows:  
1906—1,450 bushels wheat at \$1.00 per bushel ..... \$1,450.00  
1906—3,400 bushels oats at 40c per bushel ..... 954.00  
1907—2,050 bushels wheat at 75c per bushel ..... 1,537.50  
Total ..... \$4,937.50

The above indicates that during the course of four seasons, Mr. Bower realized \$106.25 per acre.  
Mr. M. Bollinger, who purchased lands from the Canadian Pacific Railway company near Clutchette, in 1907, completed his thrashing on October 13th, 1908. His wheat went 50 bushels to the acre, weighed 66 lbs. to the bushel, and sold at 75c. Mr. Bollinger estimates that this one crop will pay for his land.

Alberta's Incomparable Soil.

Prof. Shaw, editor of the "Orange Bold Farmer," considered to be one of the foremost agricultural ex-

perts in America, writes as follows: "The first foot of soil in Western Canada is its greatest natural heritage. It is worth all the mines in the mountains from Alaska to Mexico and more than all the forests from the United States boundary to the Arctic sea, vast as all these are, so it is true, value to its heritage is the three feet of soil which lies only secondary in value to the soil, for without a good sub-soil the value of a good surface soil is neutralized in proportion as the sub-soil is inferior. The worth of a soil and sub-soil cannot be measured in the amount of nitrogen, phosphoric acid and potash which it contains, in other words, its producing power. Viewed from the standpoint of the lands are a heritage of untold value. One acre of average soil in the North-west is worth more than twenty acres of average soil along the Atlantic seaboard. The man who tills the former can grow twenty successive crops without much diminution in the yield, whereas the person who tills the latter must pay to the vendor of fertilizers half as much for materials to fertilize an acre as would buy the land in the Canadian Northwest, in order to grow a single remunerative crop."  
—F. F. Turner, the great English agriculturist and chemist, says: "Although we have hitherto considered the black earth of Central Russia the richest soil in the world; that land now lies to yield its distinguished position to the rich, black soil of Western Canada."

Cheap Coal for Farmers.  
The government has made a timely and wise provision to secure cheap fuel for the farmers. By a clause in the Dominion Lands Act all coal leases contain a provision whereby settlers may secure their coal at the mine for \$17.5 a ton. No monopoly can bleed the farmer here.



Moving Out to the Land.



FRANK D. MURCHISON

W. A. W. HAMES

# Land! Land! Land!

In the Bow River Valley

*Canada's Greatest Wheat Belt*

Single quarters or thousand acre  
tracts at all prices from \$12 per  
acre up

*We have the Land, you have the Money!*  
*Let us get together*



**Murchison & Hames**  
*Real Estate - Loans - Insurance*  
BASSANO - - - ALBERTA

# Keep Posted!

## On the Development of BASSANO

THE COMING CITY OF THE IRRIGATION BLOCK.

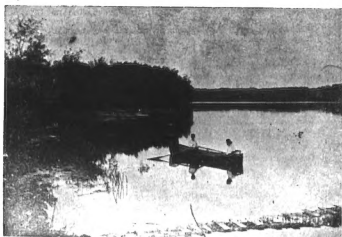
# READ "THE NEWS"

\$1.50 per Year in advance  
\$2.00 to the United States

\*\*\*\*\*

Address: THE NEWS, Bassano, Alberta.

### BASSANO BUSINESS DIRECTORY



A Lake in Central Alberta.

Settlers arriving at Bassano will have no difficulty in outfitting at the local stores. The prices charged will compare favorably with those at any other point in the province. The following list of the reliable business institutions of the place will be found useful:

#### GENERAL STORES

Bassano Trading Co.  
Bond & Berry  
Gallagher Bros.  
Purcell & O'Brien.

#### MEN'S OUTFITTER

E. R. Muir  
Flanagan Bros.  
W. J. Robinson.

#### LIVERY STABLES

W. A. Caldwell.  
Hobbs, McLean & Fryers.  
Louis Graham.  
W. P. Palmer & Sons.  
W. S. Playfair.

#### FLOUR AND FEED

Pattin & Piel  
HARNESSE AND SADDLERY  
Sailer Bros.

DRUGS AND STATIONERY  
J. H. Stiles.

**REAL ESTATE**  
Canadian Pacific Irrigation Colon-  
ization Co.  
Murchison & Hames.  
R. C. Pegler.  
I. W. Shoop.

#### IMPLEMENTERS

H. R. Johnson.  
A. A. McGregor.  
Pattin & Piel.  
I. W. Shoop.

#### BLACKSMITHS

McInnes & Nestor.

#### CONTRACTORS

Robertson Bros.  
W. Morden.

#### PAINTERS

Bassano Sign Co.  
BANKS

Canadian Bank of Commerce.  
Union Bank of Canada.

#### BAKER

J. C. Lee.  
CONFECTIONERY

A. A. McGregor.

#### MEATS

Bassano Meat Market.  
Central Meat Market.

#### LUMBER

Bowman-Sine Lumber Co.  
Crown Lumber Co.  
Riverside Lumber Co.

BOWLING ALLEYS & POOL ROOMS  
F. Hawkins.

J. King.  
WELL DRILLERS  
M. J. Cochlin & Co.

#### BARBER SHOPS

F. Hawkins.  
J. King.

#### HOTEL

The Alberta.

#### JEWELLER

A. G. Trotman.  
Hobbs, McLean & Fryers.  
Murchison Bros.

#### COAL AND WOOD

I. W. Shoop.

#### PHYSICIAN

E. C. Harris, M.D.

#### LEGAL

W. A. W. HAMES

#### RESTAURANTS

Bassano Restaurant.  
City Lunch Counter.  
Owl Cafe.

#### LAUNDRY

King George.

#### DAIRYMEN

Kelly & Sturges.

#### PUBLISHER

Bassano News.

#### BOARD OF TRADE

R. C. Pegler, Secretary.



A Central Alberta Homestead.

## USE

# ROYAL CROWN SOAP

Purest and Best - Made in the West

**R** OYAL CROWN SOAP is made from a special  
formula for the hard water of this country.  
One bar of Royal Crown will do the work of two  
of the ordinary kind  
Save the coupons for premiums  
and Send for a Catalogue

**THE ROYAL CROWN SOAPS, LTD.**  
CALGARY, ALBERTA

HON. FRANK OLIVER

Hon. Frank Oliver, minister of the interior, is a typical westerner. Born in Ontario, he came west nearly thirty years ago to Kingston, leaving Garry for the thousand mile trek across the prairie to Alberta's future capital. Like many more of the pioneers, with a Red river cart drawn by an ox. Soon after his arrival he established the Bulletin, which had only one redaction in the newspaper field west of Manitoba, the Saskatchewan Herald, founded at Battleford, then the capital of the country in 1876. The original Bulletin consisted only of four pages, each about the size of a sheet of ordinary letter paper. It is now an eight-page daily, with a staff of years Mr. Oliver was the full staff of the Bulletin, from editor to devil, but the Bulletin and its editor were fearless, virile and logical and from the first they made their impress upon the country. Mr. Oliver drifted naturally into politics, first in the territorial and later the broader federal field, and he soon became the foremost figure on the political stage west of Manitoba. In 1908, Mr. Oliver was invited by Mr. Wilfrid Laurier, premier of the Dominion, to take the portfolio of the interior in his cabinet, a position which he has since filled with credit to himself and marked benefit to the western provinces. As a pioneer, Mr. Oliver knows as no other man in the government the possibilities and requirements of the West, with the administration of the affairs of which he is particularly changed, and he is eminently the right man in the right place.

The Hudson Bay Route.

In the interior of this continent, five hundred miles north of Winnipeg, lies a vast inland sea called Hudson Bay. The very name conjures up associations of mystery, adventure and romance, for what schoolboy has not had his imagination stirred by the story of Henry Hudson, the great English explorer who discovered it, and whose bones for two centuries have lain cradled in its depths? On the line of the Canadian Northern railway, a few miles east of North Battleford, there is a little town called Radisson. That is a name closely connected with the name of Hudson. Radisson was a French adventurer who came to Canada in 1661 and was taken prisoner by the Indians. In 1669, forty-three years after its discovery by Hudson, Radisson reached the bay overland from the south, and learned from the evidence of his own eyes of the wealth in furs of the vast territory bordering its shores. He returned to London, and it was on his report that the Honorable Company of Gentlemen Adventurers of England Trading into Hudson's Bay, otherwise the Hudson's Bay company, was organized in 1670.

But it has, besides, a commissioner, who is chief resident manager of its interests in Canada, with fine offices and a large departmental store in the modern city of Winnipeg, and other splendid stores in the chief cities and towns of the West, and a great area of the finest agricultural land in the new provinces of Alberta and Saskatchewan.

But a new story of romance is opening for Hudson Bay, which will be the greatest in its history—the story of the railway. Fort Churchill, a port on its western shore, is as near to Liverpool as Montreal, and in a few years more the golden food of grain will be pouring from the prairie provinces, through Fort Churchill, or some other port on Hudson Bay, out of the straits of Hudson, into the markets of Great Britain, and the Canadian Pacific, Canadian Northern, and Grand Trunk Pacific railways, which stretch through the valleys of Alberta and across the fields of Bow River farmers, will carry it. This line is now building and has already reached The Pas, a point on the lower Saskatchewan, some three hundred miles from Churchill.

The time is not distant when Churchill or Nelson will be a fine modern city, with immense wharves and elevators, at which a great fleet of steel freighters will be loading with wheat and live stock for Liverpool. What does this in an industry will not be more than 800 miles from Churchill, and the Alberta farmer and rancher will be able to command as high a price for his grain and beef cattle as the grain grower and stock-raiser of the eastern provinces.



HON. A. L. SIFTON.

HON. DUNCAN MARSHALL

Mr. Marshall is one of the youngest men to hold cabinet rank in any province of the Dominion, as it is also one of the most energetic and capable. He presides over what is in many respects the most important department of the government and is doing everything in his power to promote the welfare of the agricultural interests of the province. He is "making good." Mr. Marshall is today the senior member of the government, having held office under Premier Rutherford, like Hon. Frank Oliver, Hon. Geo. F. Graham and other distinguished public men of the Dominion. He graduated into politics from the newspaper ranks.



Hon. DUNCAN MARSHALL

HON. A. J. McLEAN  
Provincial Secretary

Mr. McLean is a rancher from the South. His success in the cattle business augurs well for an efficient administration of the department over which he has been called to preside. No ranchman in Southern Alberta stands higher in the estimation of his fellows than the Hon. Archie McLean

HON. C. R. MITCHELL



THE ALBERTA GOVERNMENT

Alberta, since its evolution from the territorial stage in 1905, has had one of the most progressive governments of any province in the Dominion. At present constituted, it is composed of Hon. A. L. Sifton, ex-chief justice of the province, premier; Hon. C. R. Mitchell, attorney-general; Hon. Duncan Marshall, minister of agriculture; and Hon. A. J. McLean, provincial secretary. The announced policy of the government is the securing of railway development in Alberta until no farmer shall have more than ten miles to haul his grain to an elevator.

HON. A. L. SIFTON

Premier, Provincial Treasurer and Minister of Public Works. Mr. Sifton has spent practically all his life in Alberta. He was formerly chief justice of Alberta and is admittedly one of the ablest men in the public life of the country.

HON. C. R. MITCHELL

Attorney General and Minister of Education.

Like the premier, the attorney general is an ex-judge of Alberta. He is extremely popular in his home town of Medicine Hat, and those who know him best are confident that the administration of the two important departments under his control is in competent hands.

HON. A. J. McLEAN

Hon. FRANK OLIVER

CHOICEST  
ALBERTA  
FARM LANDS  
And  
CALGARY  
REAL ESTATE

Findlay & Howard  
Limited  
Montreal and Calgary

WESTERN REPRESENTATIVE:  
W. B. CAMERON  
Leeson-Lineham Block  
CALGARY, ALBERTA



ALBERTA

Land of Sunshine and Plenty

100,000,000 ACRES

Available from which you may choose a free holding of 160 acres

**ALBERTA** has the largest area of unbroken fertile land in the world under one Government, suitable for growing wheat and all kinds of cereals, free for homeseekers.

**ALBERTA** has 160 acres of the best agricultural land on the continent free for every settler, and within a considerable portion of the province an additional 160 acres at a nominal cost with settlement duties.

**ALBERTA** wants farmers financially able to occupy the land and utilize it. Farm laborers to till her vast fertile fields. Domestic servants for whom there are splendid openings and prospects.

**ALBERTA** wants capital to develop her mines, enlarge her commerce and establish manufactures.

The Province of Alberta maintains a Publicity Bureau under the auspices of the Department of Agriculture for the purpose of issuing free information respecting the resources and opportunities of the Province.

Address all inquiries to:

CHIEF PUBLICITY COMMISSIONER,  
Department of Agriculture,  
Edmonton, Alberta.

WRITE TO ME

For details of the best  
Wheat lands in Alberta.  
Also for exceptionally  
good buys in town property.  
Inside property can be  
bought for from \$1,000  
to \$5,000 per fifty foot lot  
that will treble in value  
in the next year or so

DO  
SOME OF THESE  
PRICES  
INTEREST  
YOU?

960 Acres

320 Acres

Three Miles

1200 Acres

Raw Land, seven miles from Bassano, close to Bow River, absolutely the best grade steam plough land, easily worth \$25 an acre. Price \$20 per acre, owner's equity \$7,000, balance in eight annual payments at 6 per cent.

One mile from Bassano, all level, clear handles this, balance in four annual payments at 6 per cent. This should double in value in the next three years.

From Crowfoot Station, 240 acres, at \$19 per acre. This is average rolling mixed farming land, \$900 handles this, balance on nine year terms.

Raw Land, four miles from Bassano, close to main irrigation canal, an easy money maker for the right man. Steam ploughable. Price \$22 per acre. If land is to be cultivated easy terms will be arranged.



A large List of Mixed Lands at \$12 to \$15 per acre

R. C. Pegler  
The Pioneer Land Man  
BASSANO - ALBERTA

# Irrigation Farming is Successful Farming

## BECAUSE

### It Is Business Farming

Read what the "Wanderer" says about the FAMOUS BOW RIVER VALLEY in the rhyme below:

#### "IRRIGATION AND SUCCESS"

A Rhyme by "The Wanderer."  
"The Song of the Wanderer."

I've wand'ered in many foreign climes,  
Acrost the deep blue seas;  
I've felt the bite of a wintry night,  
An' the breath o' the icy breeze;  
I've stood on the burnin' tropic sands,  
My only home—a tent,  
An' I've kep' on wand'rip' an' wand'r'in',  
Never—in no place—content.

I've punched steers an' steeds down in Texas,  
Rustled mules for th' army 'gainst Spain—  
In the trenches outside Santiago  
Many's the dago I've slain;  
I've faced heathen shot in the Phil'pines,  
An' th' fever o' deadly intent,  
An' I've kep' on wand'r'in' an' wand'r'in',  
Never—in no place—content.

I've throw'd dirt from the ditch on th' Isthmus,  
Run a train 'cross Tehuan-te-pee,  
Druv a two-wheeled caliche-cradle-wagon  
Down the hills off ole crook'd Quebec;  
Revolted with Lexis in Hayti,  
With Ze-la-ya in 'Merica Cent,  
An' I've kep' on wand'r'in' an' wand'r'in',  
Never—in no place—content.

I've hob-nobbed with grassers in Cuba,  
Supped with the King o' Fee-gee,  
Eat lunch with Cook at the North Pole,  
With "Shack" at the South Pole had tea;  
I've rode in the Row with King Eddy,  
Week-ends with Der Kaiser I've spent,  
But I've allus kep' on wand'r'in',  
Never—in no place—content.

But wander North or wander South, or wander East or West,  
Up in Baffin's Bay land, or Jerusalem the Blest,  
If I didn't run on a C.P.R. Irrigatin' Ad on props,  
Statin' in great big letters, "Irrigatin' doubles crops."

It started from the "Lunnon Cronicle,"  
It glared from the "New York World,"  
It screamed from Chicago's "Tribune,"  
'Twas from the "Free Press" hurried;  
An' pictur'd in the magazines,  
An' windows o' the shops,  
This ir-re-futable remark:  
"Irrigatin' doubles crops."

Then I drifted Calgar-y wards,  
Hit the ties from the 'Peg to the Hat,  
But there glared an' stared a big sign board,  
Like I seed in Samoa—on that  
'Twas write in good, plain English,  
In letters as big as yer hand,  
"If ye wants bumper crops ye need water,  
"Irrigatin' 'll double yer land."

"Kismet! I cried in a whisper,  
I've come to the land o' my dreams—  
Land that grows wheat—spring an' winter,  
Alfalfa, potatoes—would seem  
To be plenty good fer a rover,  
A wand'r'er, time worn an' spent;  
Here I settles, I farms, an' I marries,  
Ever—an' allus—content.

"Here's a climate supremely delightful,  
Th' government governin' right;  
Irrigatin' perfects yer investment,  
No crops sweep away in a night,  
Thirty bushel or more to the acre,  
Land cheap, an' on easy payment.  
Here I settles, I farms, an' I marries,  
Ever—an' allus—content.

"If I don't have the money—wot matter?  
I pays fer the land as I tills,  
With instalments spread over long stretches,  
The crops, meantime, payin' the bills;  
With advice from experienced farmers,  
From th' Company, don't cost a cent.  
Here I settles, I farms, an' I marries,  
Ever—an' allus—content."



Bow River Lands Used to be Considered Fit only for Pasturing Cattle—

With IRRIGATED FARMING  
Weather Conditions do not Affect You



Bow Valley Cattlemen Carry off the Gold Medals at all the Big Stock Exchanges

With IRRIGATED FARMING  
Your Independence is Assured

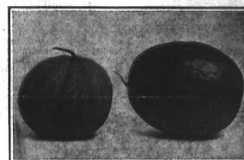


The Bow River Valley is Some Out Country All Right



They 200 Fatten Them but Grow 60 Bushels of Alberta Red as well

With IRRIGATED FARMING  
Your Crop is Insured



With Water from the Bow they Grow Melons Every year in the Irrigation Tract

With IRRIGATED FARMING  
Land Pays for Itself with the First Crop



One of the Big Canals that Carry Water over the Irrigation District

## THE FAMOUS BOW RIVER VALLEY

CHOICE AREAS FOR SALE

### The Canadian Pacific Irrigation Colonization Co.,

WRITE OR VISIT THE OFFICES OF

CALGARY Alta.